



Customer Service It Makes Cents!

by Gary M. Russell-King
Chief Medical Records Administrator
Northern Navajo Medical Center

CUSTOMER SERVICE IS AN ATTITUDE

- Customer service is critical in any service-oriented industry.
- The goal is to make it a memorable visit for the customer.
- Exceptional service will bring the customer back.

WHO ARE YOUR CUSTOMERS?

- Fellow co-workers
- Other clinic or hospital employees
- Patients
- Visitors
- Agency officials

3 KEY AREAS OF CUSTOMER SERVICE

- Appearance
- Communication
- Knowledge

APPEARANCE is Everything!

- Office décor
- Professional attire
- Body language
- Eating at desk
- Employee I.D. covered with stickers
- Loud Music!

APPEARANCE

- This is the first thing our customers see, even before we speak.



APPEARANCE Office Decor

- Is your office professional looking?
- Your messy office will definitely give the customer the wrong impression.
- The customer will not trust you with the information or document they gave you.



APPEARANCE Office Décor

Looks cluttered & unprofessional

- If there are too many signs posted in your office or waiting areas or negative signs – “don’t, you must, NO standing by door”
- Don’t display inappropriate signs, posters or photos

APPEARANCE

Keep your office and waiting rooms neat and clutter free

APPEARANCE

Professional Attire

- How do you dress for work?

APPEARANCE

- What you wear – show professionalism.
- No revealing clothing.
- No hickies!
- Inappropriate dress shows your character

APPEARANCE

Professional demeanor

- Show common courtesy.
- Don't be chewing gum or eating when assisting customers.
- Too much perfume!
- Turn off your personal cell phone.

APPEARANCE

Body Language

- Watch your facial expression.
- Tone of your voice.
- Your body language.
- SMILE!
- SMILE!
- SMILE!

COMMUNICATION

Greeting

- Acknowledge the person, don't ignore them.
- Ask – “How may I help you?”
- Stay away from – “Whatcha need” or “Next!”
- Acknowledge them by their name.

COMMUNICATION

Person-to-Person Contact

- Eye contact.
- Shake hand.
- Repeat the person's name to remember.
- Show genuine interest when assisting customers.
- Offer to help fill out forms.
- Phone distractions.

EXERCISE # 1

Greeting

- Get up and walk around and introduce yourself to at least 5 people.
- REMEMBER to acknowledge the person by:
 - a. Giving your name
 - b. where you are from
 - c. shake hands
 - d. Smile!

EXERCISE # 1

- How did the person you met do?
- Did you feel genuinely welcomed?
- Can you remember the 5 names of the people you met?

COMMUNICATION

Listen

- When your customer is talking to you, it is very important to listen to them with your:
- eyes
- heart
- Not just your ears.
- Show empathy!

EXERCISE # 2

Listening

- Find a partner.
- One person be “Person A” and the other “Person B”.
- Person A will talk and tell person B something of great interest-exciting that recently happened for 3 minutes. Person B will then have 3 minutes to repeat what person A said.
- How did you partner do?

COMMUNICATION

Think Before You Speak

- Watch what you say and how you say it.
 - Stay away from “you need to...” or “you must...”
 - Think before you speak –
 - “The computer says you’re dead”
 - “Go see GRK – he will lock up your chart”. Give out the correct information.
 - “Your chart is in storage”
- *Use an interpreter if needed

COMMUNICATION

Telephone Techniques

- Don't answer the phone using abbreviations - "AR" "ROI" "Records"
- Answer the phone professionally.
- Taking messages for colleagues
- Try "May I have your name & number" instead of "Do you want to leave a message"

COMMUNICATION

Telephone Techniques

- When transferring telephone calls, be polite at all times.
 - “Hold on, I’m going to transfer your call”
- Before transferring, offer as much assistance as possible.
- Apologize if the customer has been transferred several times.
- Before transferring call to the correct dept, tell the customer what extension and the person’s name that you are connecting them to.
- Avoid transferring the call and hang up! Wait until the person answers and give the person information needed.
- When leaving messages, speak clearly and repeat phone number slowly.

COMMUNICATION

E-Mail Etiquette

- By using proper email language you will convey a professional image.
- Emails that get to the point are much more effective than poorly worded emails.
- Stay away from **LARGE BOLD FONTS**, as you are shouting at the person.
- Busy backgrounds makes it difficult to open the email.

COMMUNICATION

E-Mail Etiquette

- Stay away use abbreviations such as BTW (by the way) and LOL (laugh out loud). The recipient might not be aware of the meanings.
- The same goes for emoticons, such as the smiley :-)
- Use proper spelling, grammar & punctuation.
- *Inappropriate attachments.*
- *Always read the email before you send it.*
- *Know when to end the email chain if the discussion starts getting too long. Ask to meet in person.*
- Never send chain letters – it may affect customer service (shut down of systems)

KNOWLEDGE

Learn About Your Organization

- Know about your facility & other departments
- Know what types of services your facility provides.
- Get rid of the “I don’t know”

EXERCISE # 3

Knowledge

- List three (3) departments or services you want to learn about in your facility.
- Tell your partner why this is important to you.
- Give you 6 minutes.
- Follow up with your list when you return.

COMMON COURTESY

Be Helpful

- Air out your chair – get UP!
- Escort the patient – Ask “may I take you there?”
- Don’t leave customers waiting.
- Take the extra time to assist the customer.
- You are never TOO BUSY!

1-800-WHO-CARES

- Give the customer the impression that you want to help them.
- Never tell them “I’m the only one here” or “we are short staffed” – customers don’t want to hear this.
- Avoid saying “I’m busy” or “I don’t have time”.
- Join the “Common-Sense” Tribe.

EXERCISE # 4

Rudeness

- Partner up with your buddy.
- Person B will talk and Person A be as rude as possible while Person A is talking to you.
- Give you 3 minutes.
- How did that feel?

COMMON COURTESY

Be Human!

- Show compassion.
- Treat the customer as a human being.
- Don't think of the person as just another number or worst, a dollar sign!

VISITORS

- Welcome employees appropriately, especially contract employees or dignitaries or visitors.
- “Welcome to Shiprock!”
- “I’m so glad you joined us”
- Let them know you are there to help them.

HANDLING AN UPSET CUSTOMER

- LISTEN to them.
- Repeat what they told you so that you understand their concern.
- Never raise your voice.
- Explain any policies or processes to them at a level they can understand.
- Don't be quick to give them a patient complaint form.
- You know you succeed when you don't have to involve your BOSS!
- Thank the patient for bringing up their issue to your attention.

More Realistic P.D.?

Accounting Technician GS-525-6

INTRODUCTION

This position is located in Financial Management Branch of the Indian Health Service Hospital, and serves as the Accounting Technician responsible for performing a variety of complex technical duties for the Finance Office, in support of patient care services.

MAJOR DUTIES AND RESPONSIBILITIES:

1. Audits all incoming vouchers for completion on a daily basis for payment.
2. Prepares a monthly reconciliation of the general ledger, ensuring that the basic accounting data are utilized.
3. Maintains vendor files for entire facility by filing receiving reports, invoices, and purchase orders on a daily basis.

OTHER DUTIES:

1. Coordinates personal business utilizing Government resources (telephone, computer, fax, etc.) to ensure family and/or personal life is not interrupted while at work.
2. Constantly reports to work 10-15 minutes late daily, and repeatedly calls in on payday Friday.
3. Interrupts work flow by visiting and gossiping with colleagues, therefore not meeting established deadlines, requiring overtime to complete tasks.
4. Utilizes exceptional customer service skills and telephone etiquette when talking to family and friends on personal cell phones, while exercising rude, unprofessional conduct to other hospital employees, patients, vendors and contractors in person or by telephone.
5. Coordinates department arguments, disagreements, and undermines supervisor when new tasks are assigned.
6. Ability to be non-productive and unmotivated to complete assignments. Has knowledge to give excuses of why work was not done by blaming others.
7. On a daily basis, is unaccountable for quality of work, therefore relies on other colleagues to assist with work.
8. Attends Area-wide meetings, arriving late and leaving early, and not sharing information with fellow colleagues.

KNOWLEDGE Monitor

- Use customer service surveys for both external and internal customers.
- Create a “report card” and distribute to your hospital-clinic customers
- Do on-the-spot checks & observe your employees (answering phone)
- Have mini-customer service tips at each staff meeting.
- Develop “cue cards” of what to say to a patient.
- Report findings with your staff and create ways to improve by sharing.
- Establish a PI to work towards reducing complaints – and CELEBRATE when you meet your goal!

KNOWLEDGE

Dept. Mission Statement

- Make sure your staff knows the mission.
- Incorporate the mission statement into your customer service requirements.



SHIPROCK SERVICE UNIT

The Financial Management Department promotes solid business practices to improve the healthcare organization by incorporating:

- 1. Efficient, effective, cost based accountability of resources.***
- 2. Professional, knowledgeable, and friendly customer service.***

KNOWLEDGE

Customer Education

- Do “Customer Service Blitz” in your facilities, such as:
 - C.I.B. Blitz
 - Insurance Card Blitz
 - Chart Number Blitz
 - Registration Blitz
 - Sponsor a hospital or clinic “Customer Appreciation Day” during National Hospital Week.

Make activities fun and convenient for your customers.

TIPS

- Get up early in the morning, giving yourself ample time.
- Wake up with a positive attitude! Today will be GR8!
- Exercise!
- Have breakfast.
- Listen to soothing music driving to work.
- Say “Good Morning” and mean it.

TIPS

- Be the model employee. Set the example for others.
- Follow the “Code of Ethics”
- Concentrate on your work while on duty. Don’t be distracted by personal calls, visitors, etc.
- Don’t gossip.

Everything You Do Is Very Important for Patient Care

- Know there is a reason for your job.
- Take pride in your work
- Everything you do touches a patient's' life and health care.
- Be **PROUD** to work for your health care organization.

REWARDS

- Create a “Customer Service of The Month” Award for your dept.
- Use a whiteboard for staff to write positive comments down for quick recognition.
- Send “thank you” emails.
- Give little treats for awarding good behavior you see.

EXERCISE # 5

Appreciation

- Turn to the person next to you and around you, and tell them they are doing a wonderful job!

Benefits to Exceptional Customer Service

- Returning customers
- Satisfied customers tell others
- Trust from patient
- Reflects well on your facility.
- Keeps us in business.
- Increases our collections

BE PROUD YOU ARE A MEMBER OF THE IHS TRIBE



Make Customer Service a Priority Every Day!



MAY YOU WALK IN BEAUTY

Thank You for Attending!

DOOR PRIZES

Get your ticket stub ready

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